

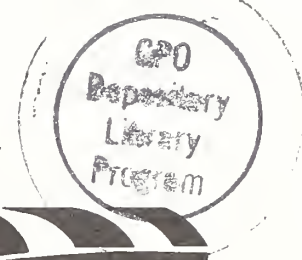
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# Farm Broadcasters Letter

United States Department of Agriculture

Office of Communications

Washington, DC 20250-1340

Letter No. 2668

June 24, 1994

**ETHANOL** -- Production capacity for ethanol is forecast to expand. The Environmental Protection Agency is expected to announce soon a 30 percent market share for reformulated gasoline. The announcement will require oxygenates such as ethanol to be used in 9 mandated areas and 86 areas that may decide to be included. In addition, ethanol would continue to be used to reduce carbon monoxide emissions from automobiles in certain areas during the winter months. Ethanol production for fuel use in 1993/94 is expected to use 475 million bushels of corn, an increase of 49 million bushels over the previous year. **Contact: Roger Conway (202) 219-1941.**

**FEED DEMAND** -- Animal numbers indicate relatively strong demand for feed grains. Dairy producers are feeding additional concentrates to increase milk production per cow. Feed needs for hogs will remain fairly high, but feed demand for cattle in the remainder of the marketing year is expected to remain about the same as last year. Poultry sector feed demand is expected to remain strong because of an increase in broiler production. Domestic demand for broiler meat is strong, especially in the fast food sector that is adding roasted chicken to the menu. Export demand for dark meat is strong. Broiler producers are responding by building additional facilities, keeping feed demand strong in 1994/95. **Contact: Charles Van Lahr (202) 720-7369.**

**CORN EXPORTS DOWN** -- This summer will see the lowest U.S. corn exports since 1985/86. Weak world demand and sharp competition from China, Argentina, and South Africa will account for much of the decline. But it is a different picture with Mexico where corn shipments have been up sharply, and are likely to pick up again for U.S. exporters this summer under the North American Free Trade Agreement. **Contact: Steve MacDonald (202) 219-0822.**

**TRANSPORTATION** -- Slow export demand for U.S. grains is reflecting back to slack demand for transportation. Rail and barge shipments are at the lowest level so far in the 1990's. Rail shipments of grain averaged about 26,000 cars per week in the first seven months of this fiscal year, 11 percent below a year earlier. The largest reduction was at Mississippi River ports. Rail grain shipments were down at other ports also. Barge shipments on the Mississippi and Illinois River systems remain lackluster. Shipments in April were down 13 percent from year earlier figures. **Contact: T.Q. Hutchinson (202) 219-0840.**

**PINK BOLLWORM QUARANTINE LIFTED** -- USDA has removed Louisiana and Mississippi from the pink bollworm quarantine list. The action removes restrictions on the movement of certain items from regulated areas. Pink bollworm is one of the world's most destructive pests of cotton. The insect spread to the United States from Mexico in 1917. Extensive research by USDA, in cooperation with state departments of agriculture, developed a variety of methods to eliminate the pest. **Contact: Ed Curlett (301) 436-3256.**

**FARMLAND VALUES** -- U.S. farmland values this year are forecast to increase 3 to 4 percent above last year's level. It marks the 8th consecutive rise in value since 1987. The average value for farmland and buildings is \$744 per acre. **Contact: Cathy Greene (202) 219-0313.**

**NATIONAL SERVICE** -- USDA will operate the largest federal agency component of the National Service initiative. Agriculture Secretary Mike Espy says USDA will operate 42 AmeriCorps projects designed to fight hunger, improve nutrition, preserve national forests, improve environmental quality, promote rural development, increase rural water delivery, and boost flood-relief efforts in the Midwest. Beginning this September USDA will place 1,200 AmeriCorps national service participants in the projects located in 32 states. The participants earn college or vocational scholarships while performing the service in President Clinton's national service initiative. **Contact: Joel Berg (202) 720-6350.**

**JOB GROWTH** -- Not all jobs in agriculture are located on the farm or ranch. One of the fastest growing segments of agriculture is retail food establishments, a 62 percent increase in jobs since 1975. Grocery stores provided over 89 percent of all retail food employment. The 181,000 retail food stores provide 3.5 million jobs, about 2.5 percent of total U.S. employment. Over three-quarters of retail food jobs are in metro counties. Some states more than doubled their retail food jobs during the 1975-1990 period. Nevada increased 161 percent, Alaska 141 percent, Florida 121 percent, and Vermont had a 115 percent increase in retail food jobs. The job growth reflects the increase in new residents in these states. The workers complete the linkage between farmers, processors, and consumers. **Contact: Alex Majchrowicz (202) 219-0525.**

**FOOD GUIDE PYRAMID** -- A committee of nutrition and health experts is being established to review research and recommend revisions for the 1995 edition of the Dietary Guidelines for Americans. USDA's Food Guide Pyramid puts the Guidelines into action by illustrating and defining the amounts and types of foods to eat daily. The Guidelines and Pyramid provide the basis for consumer education programs carried out by USDA. The Guidelines reflect a consensus of dietary recommendations updated every five years to reflect current scientific research. **Contact: Jim Loftus (202) 720-4623.**

**KEEPING CARROTS** -- Carrots are an excellent source of betacarotene, which the body converts into vitamin A. Unlike many nutrients, carotenoids do not dissolve in water, and can be cooked without a reduction in nutritional value. When storing carrots keep them cool, away from heat and light, in circulating air, and separate from apples and other fruits that produce ethylene gas. The gas encourages development of compounds that make carrots taste bitter. **Contact: Gail Hanula (706) 542-8866.**

**HEART DISEASE AND STROKE** -- USDA research shows that to protect against heart disease and stroke, older people may need more of three B vitamins than they now consume. The amino acid homocysteine is known to contribute to blocked arteries in the heart and brain. The studies showed that those individuals with high homocysteine levels were below average in at least one of three B vitamins: vitamin B6; vitamin B12; or folic acid. Too little of these vitamins can cause a buildup of homosysteine. The needed amounts of B vitamins can be obtained from foods. Liver and kidney are the richest sources of all three vitamins, and dark green leafy vegetables are an excellent low-fat source of folic acid. **Contact: Irwin Rosenberg (617) 556-3330.**



## FROM OUR RADIO SERVICE

**AGRICULTURE USA #1933** -- John Snyder reviews the seafood safety system being proposed by USDA. (Weekly reel -- 13-1/2 minute documentary.)

**CONSUMER TIME #1414** -- What is "fresh" chicken?; homemade low fat desserts; universal access; wanted, 1200 workers eager for jobs and education; cryptic cryptosporidiosis. (Weekly reel of 2-1/2 to 3 minute consumer features.)

**AGRITAPE FEATURES #1925** -- GATT update; Congress grappling with pesticide reform; bright outlook for cotton; farmland values; tobacco outlook. (Weekly reel of features.)

**UPCOMING ON USDA RADIO NEWSLINE** -- Thursday, June 30, tobacco exports, tropical products report, grain stocks report, hogs and pigs report, acreage report; Friday, July 1, dairy report, world horticultural trade, U.S. export opportunities; Monday, July 4, HOLIDAY; Tuesday, July 5, weekly weather and crop report. **These are the USDA reports we know about in advance. Our Newsline carries many stories every day which are not listed in this lineup. Please don't let the lack of a story listing keep you from calling.**

**USDA RADIO NEWSLINE (202) 488-8358 or 8359**

**COMREX ENCODED (202) 720-2545**

*Material changed at 5 p.m., EDT, each working day.*

## FROM OUR TELEVISION SERVICE

### FEATURES --

**Lynn Wyvill** reports on food safety at the beach, with tips from USDA's meat and poultry hotline on packing coolers. (Rerun from 6/93, 2:11). Additional B-roll on food safety at the beach, :53 seconds.

**Lynn Wyvill** reports on food safety at the campground, with grilling tips from USDA's meat & poultry hotline. (Rerun from 6/93, 2:35). Additional B-roll on food safety at the campground, :66 seconds.

**Tyson Gair**, of Mississippi State University, reports on USDA research on insect resistant cotton plants, genetically engineered to contain BT, an environmentally-friendly bacteria. The cotton has done well in field tests and could be available to growers within a year.

**Patrick O'Leary** reports on the exchange of rare plant germplasm between U.S. and former Soviet scientists to help preserve plant biodiversity in agriculture. (Rerun from 12/93, 2:00).

*On satellite Galaxy 7, transponder 9, channel 9, audio 6.2 or 6.8, downlink frequency 3880 MHz.: Thursdays from 3:45 - 4:00 p.m., ET; Mondays 11:00 - 11:15 a.m., ET.*

COMPLAINT, COMMENT, FEEDBACK regarding USDA broadcast services?

Call Larry Quinn (202) 720-6072

## OFFMIKE

**FREE PORK...**being offered at the World Pork Expo and good weather brought out the public, says **Gary Truitt** (AgriAmerica Network, Indianapolis). As part of the network's coverage, Gary conducted a live stage show at the event and hosted a reception for media personnel covering the activities. County fair season has arrived. Gary plans to cover about 20 fairs in the coming weeks.

**GORGIOUS GREEN...**plants as far as the eye can see, but things may not be quite as good as they seem, says **John Vigested** (KCJB, Minot, ND). Too much rain is causing wheat spot, and the outlook calls for more rain. John says the good news from the cool, wet weather is the damage to grasshoppers. They're nonexistent this year. But the mosquito problem is another matter.

**CROP DEVELOPMENT...**is ahead of previous years, but producers with slow draining land have experienced flooding and ponding, says **Bruce Lease** (KQAD/KLQL, Luverne, MN).

## *Farm Broadcasters Letter*



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Room 528A  
U.S. Department of Agriculture  
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**A LOT OF WESTERN ACREAGE...**has been moving under the wings of **Evan Slack's** (Evan Slack Network, Denver) airplane. In the past few weeks he's covered stock growers conventions in Wyoming and Montana, and cattlemen's conventions in Nebraska, Colorado and Idaho. He served as speaker at the recent Colorado Hay Days, and will cover in Idaho the National Dry Bean Dealers convention. Evan says there is real concern among producers about the drastic drop in the fed cattle market and what prices calves and yearlings will bring this fall.

**TOO LITTLE RAIN...**late freezes and blight have lowered the wheat forecast, says **Carl Shearer** (KVRP, Haskell, TX). The local crop is forecast to be 27 percent below last year's totals. Emergency haying and grazing is being conducted in certain counties he serves.

**REDUCING EXPOSURE...**to the sun can reduce the opportunity for development of skin cancer. Cover the skin with a long-sleeved shirt, long pants, a wide brimmed hat, and sun screen lotion on the back of hands and lower face. A little time and cents now can save big dollars later.

**VIC POWELL**   
Office of Communications